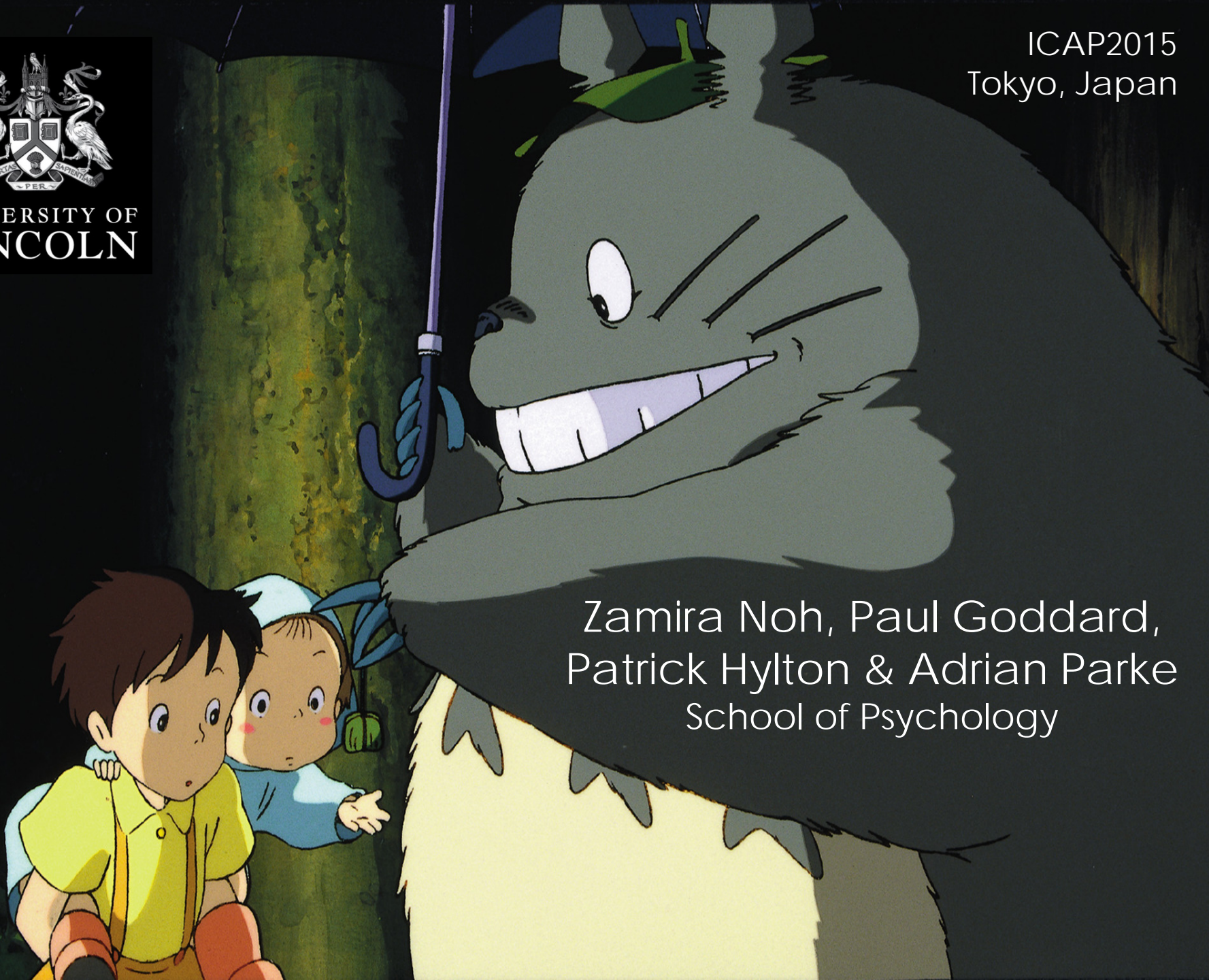




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ICAP2015  
Tokyo, Japan

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Patrick Hylton & Adrian Parke  
School of Psychology





Gift economy:

# Neighbour effect

in giving



What is the 'neighbour effect'?

Demonstrating the 'neighbour effect'.

Testing the 'neighbour effect'.

'Neighbour effect' in giving.



# What is the 'neighbour effect'?

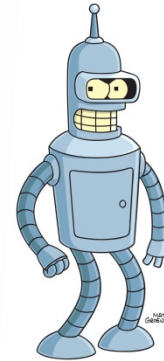


# Demonstrating the 'neighbour effect' ...cont'

..... game show provides an **ideal laboratory** to study human decision-making. The rules are well-defined and the stakes are high, something that is **not easy to replicate** elsewhere (**Barmish & Boston 2009**)

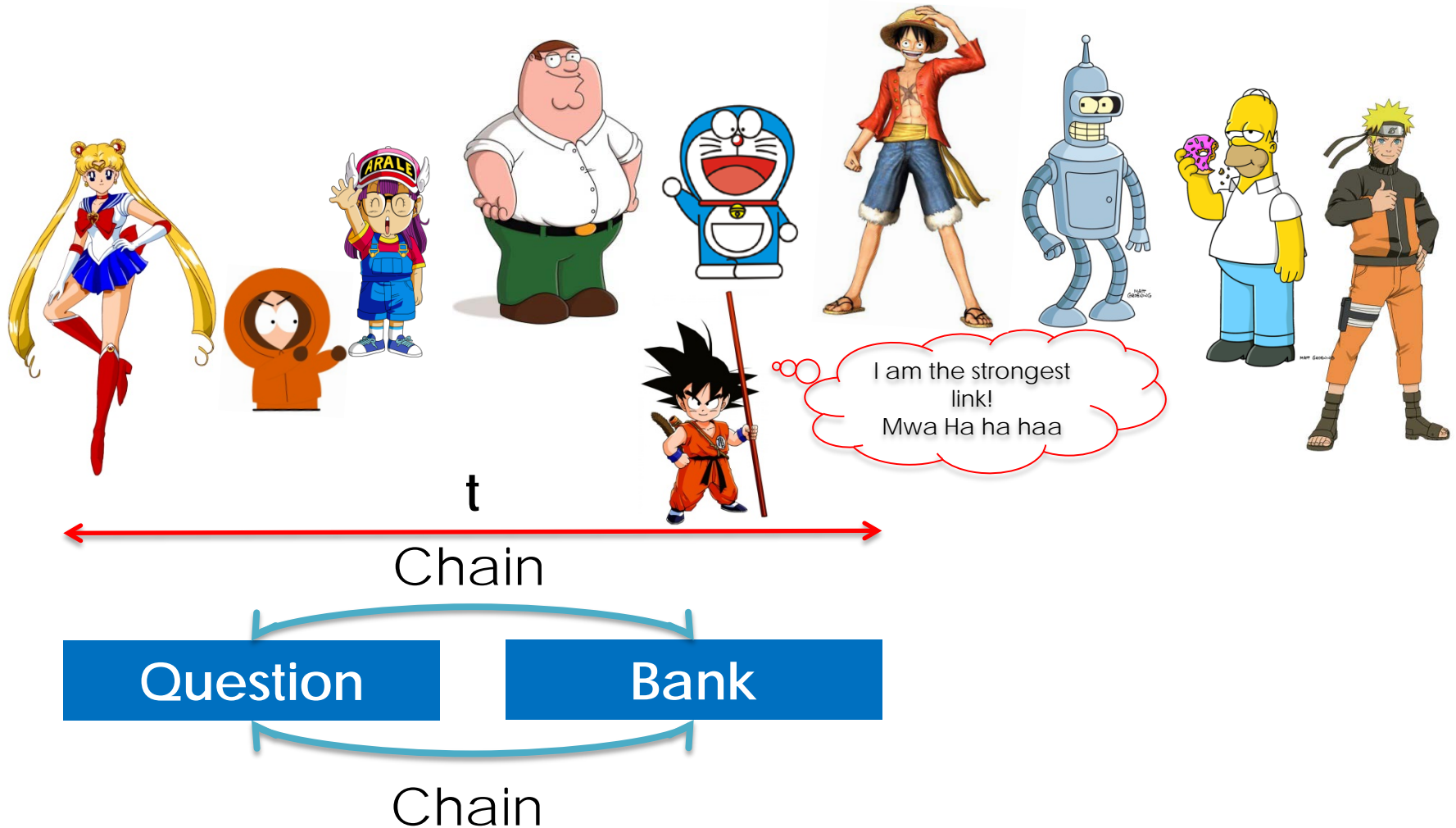
(**Haigh, 2002; Levitt, 2004; Antonovics et al, 2005; Barmish & Boston, 2009, Raghurir & Valenzuela, 2010; Goddard, Hylton, Parke & Noh, 2013**).

# Demonstrating the 'neighbour effect' ...cont'

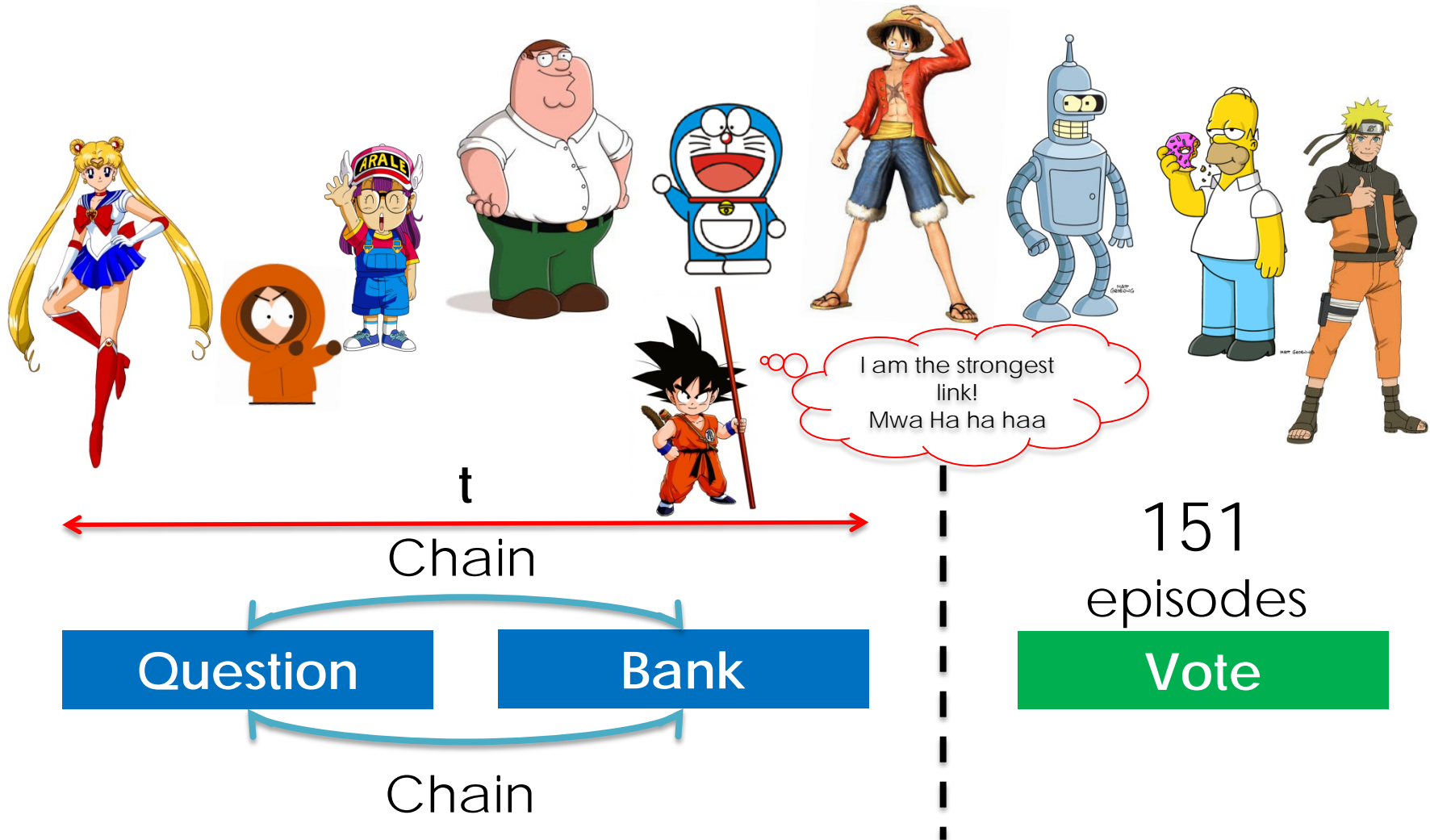


I am the strongest  
link!  
Mwa Ha ha haa

# Demonstrating the 'neighbour effect' ...cont'

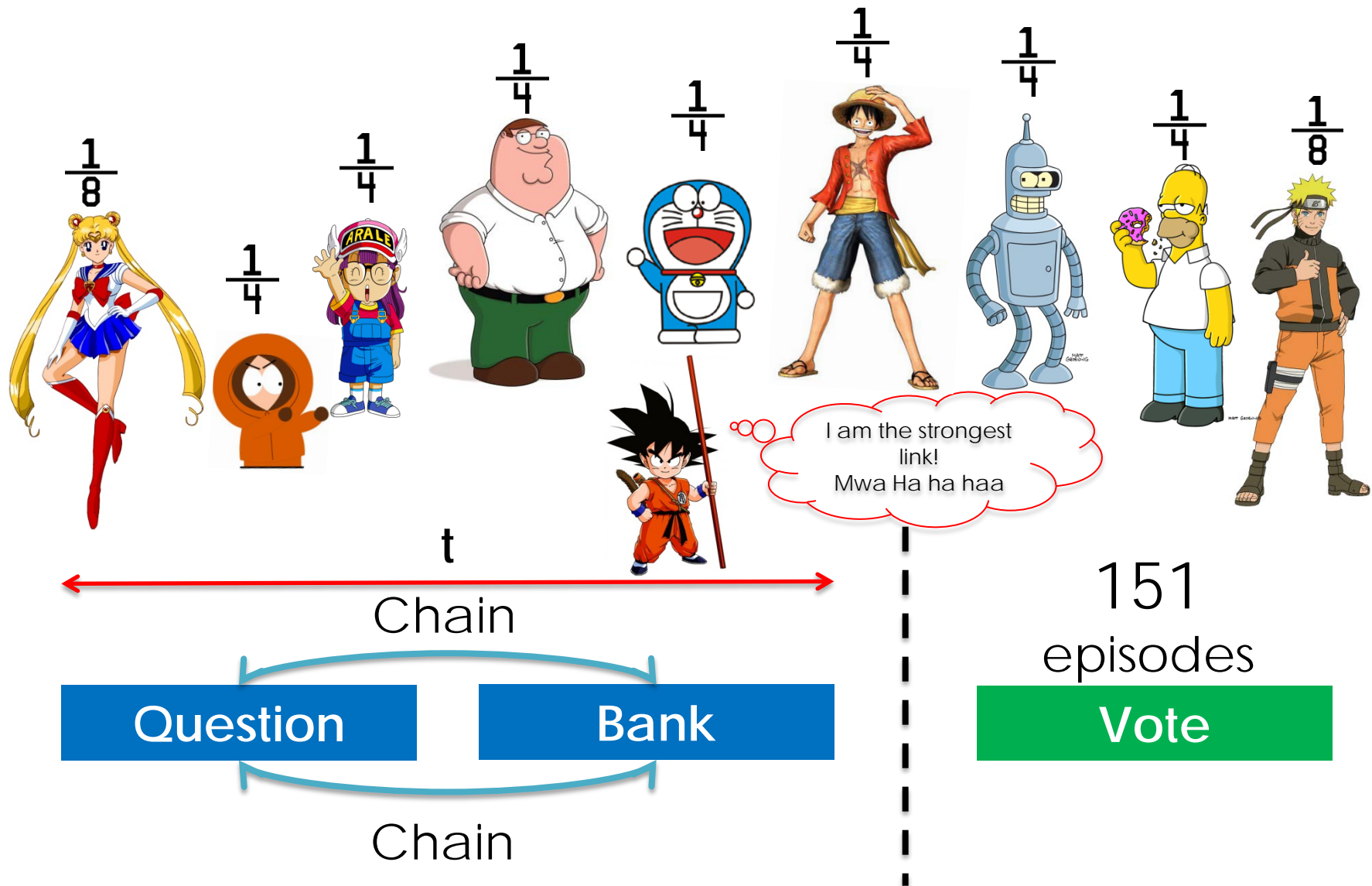


# Demonstrating the 'neighbour effect' ...cont'

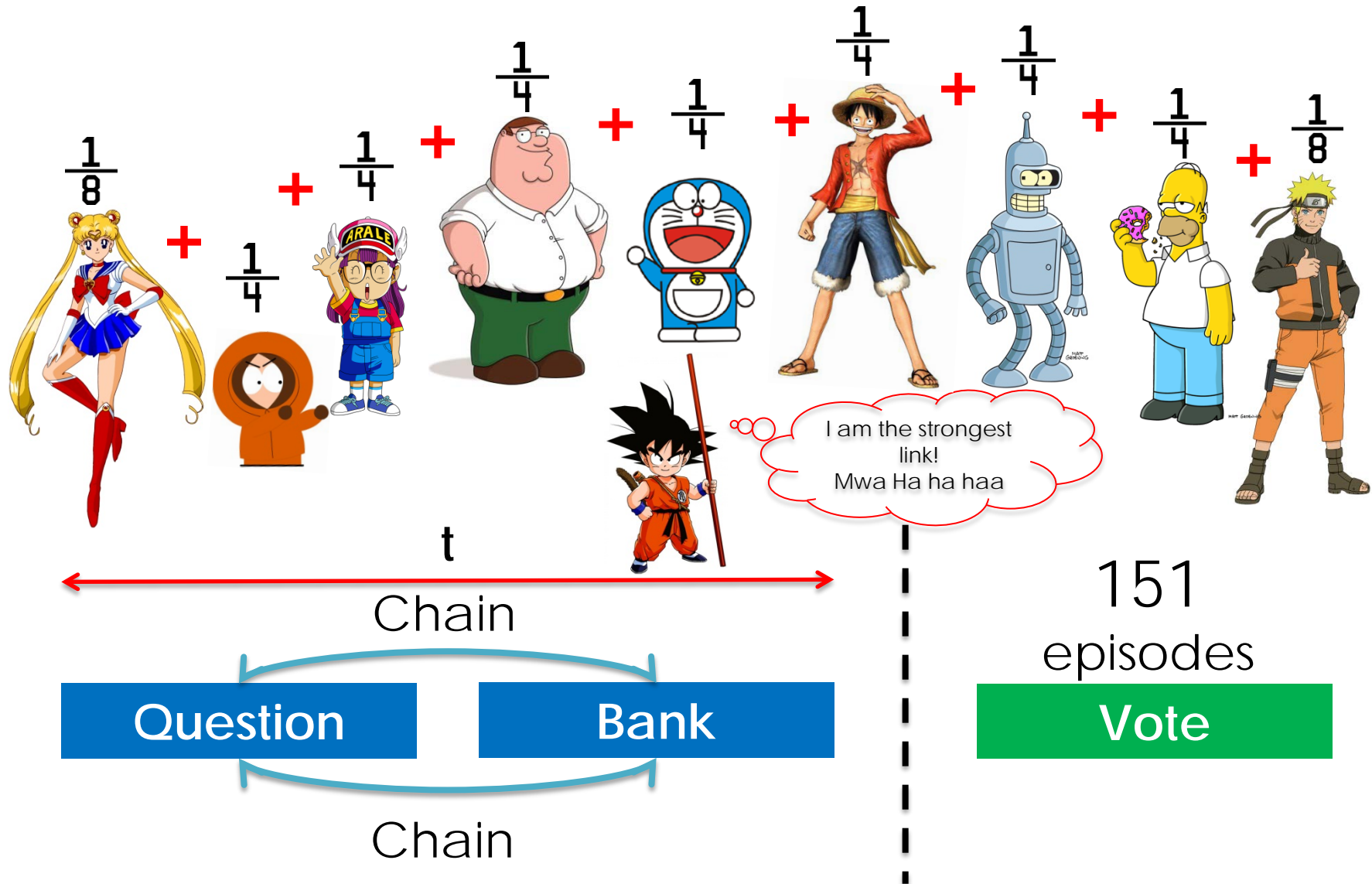




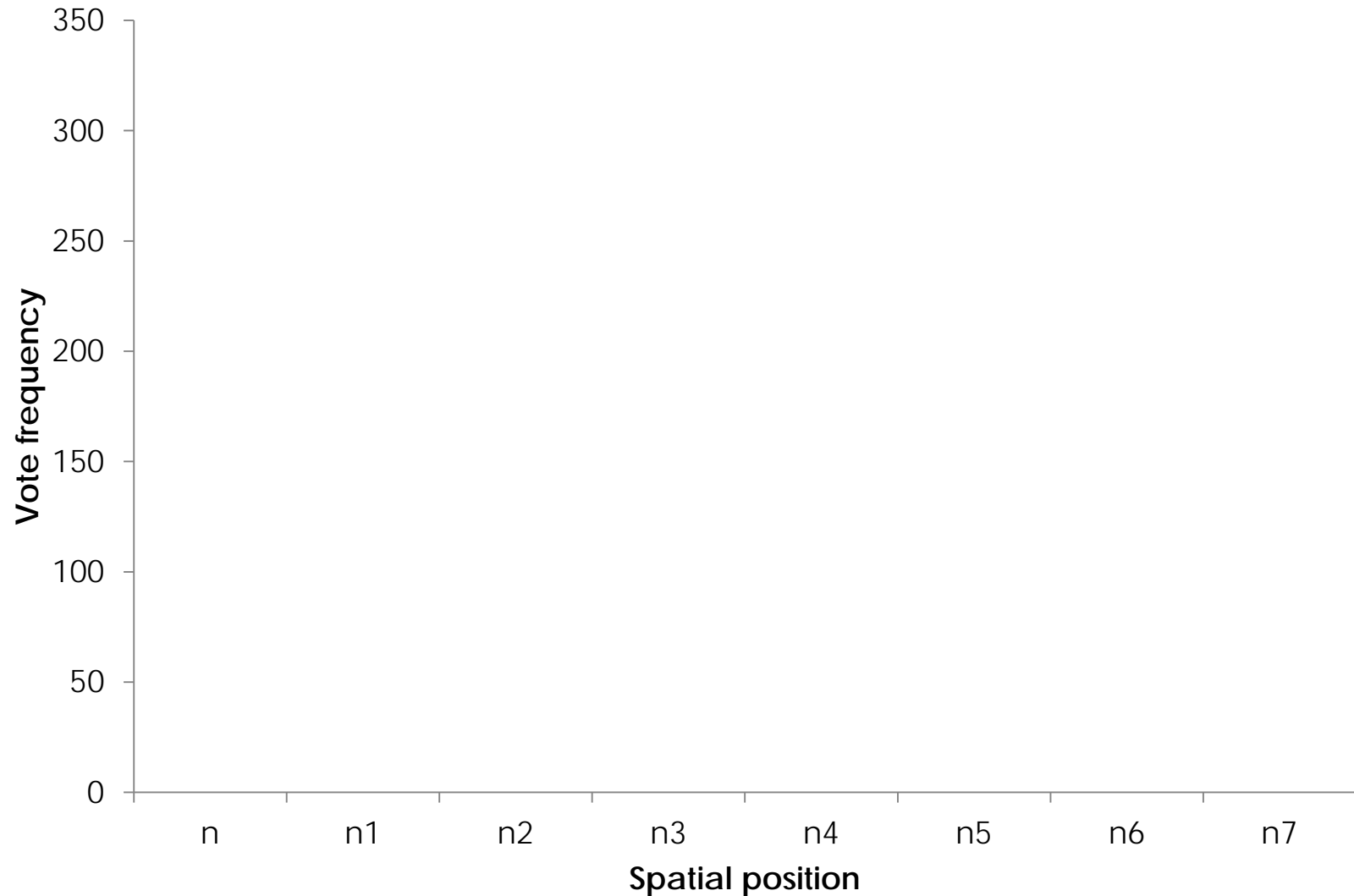
# Demonstrating the 'neighbour effect' ...cont'



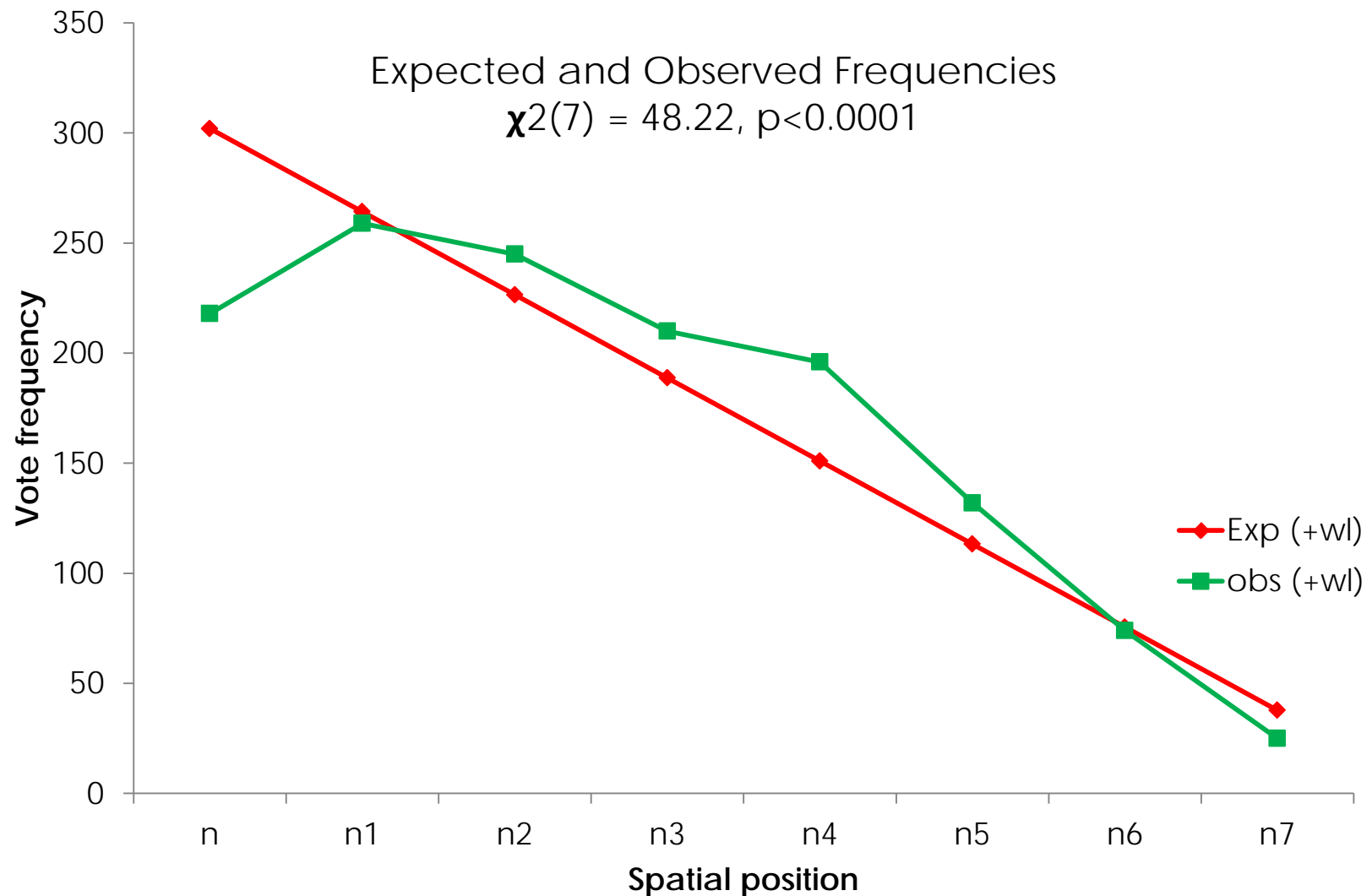
# Demonstrating the 'neighbour effect' ...cont'



# Demonstrating the 'neighbour effect' ...cont'

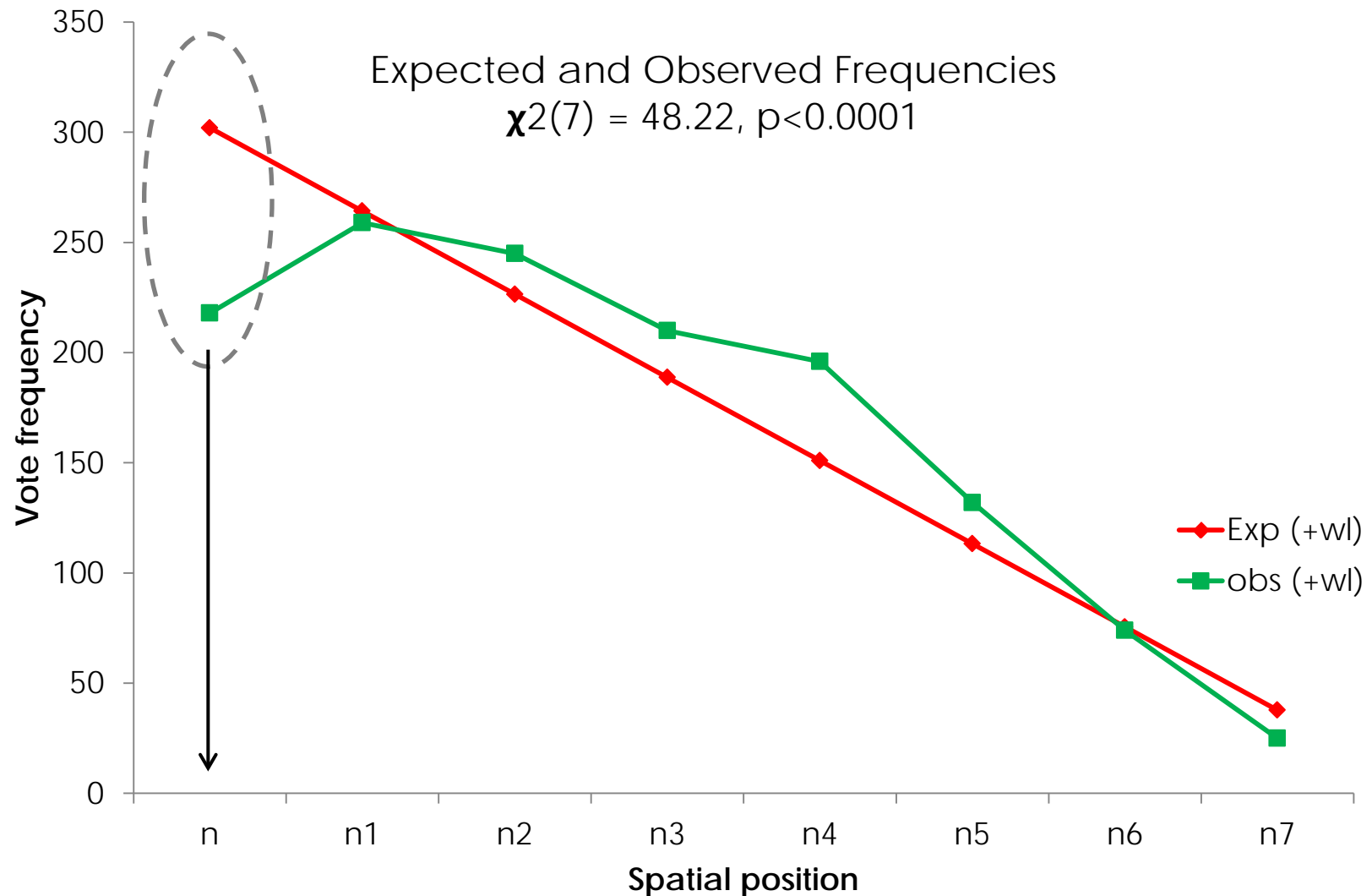


# Demonstrating the 'neighbour effect' ...cont'





# Demonstrating the 'neighbour effect' ...cont'

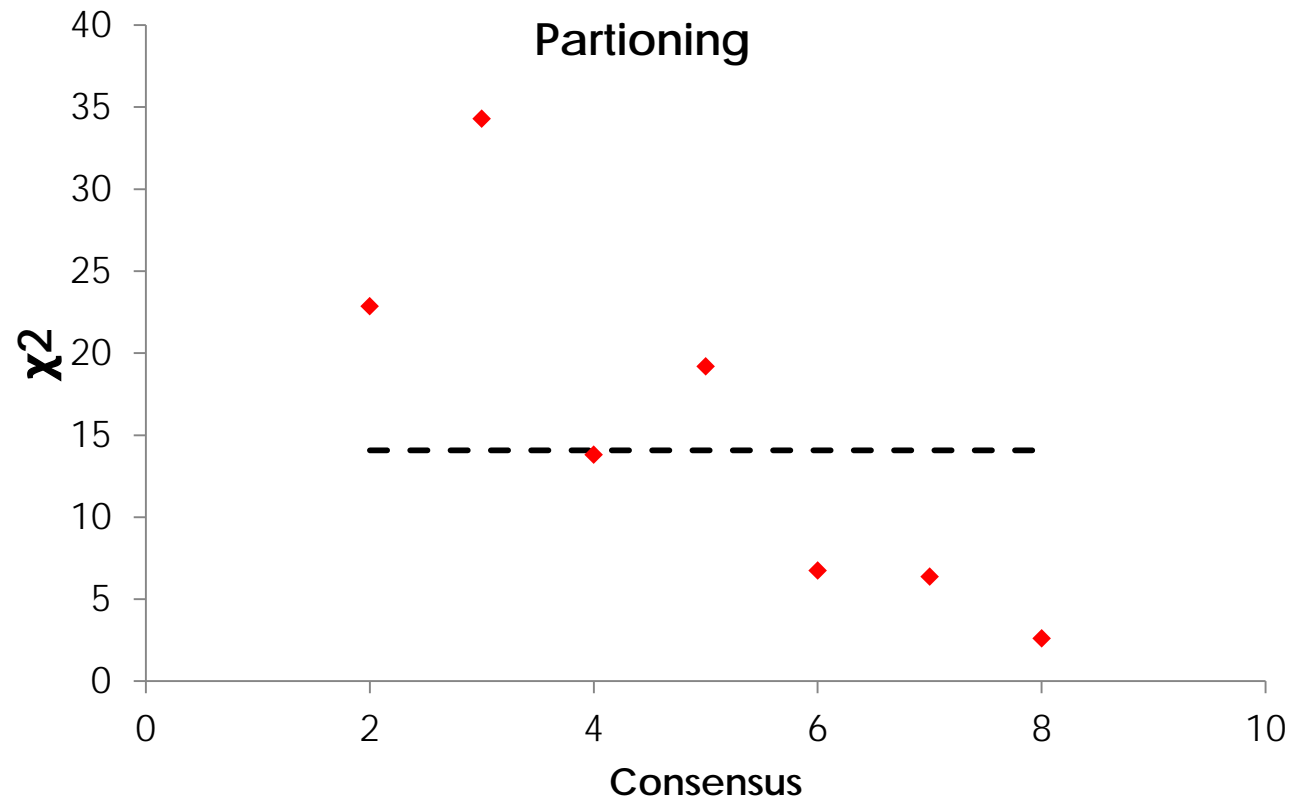


# Demonstrating the 'neighbour effect' ...cont'

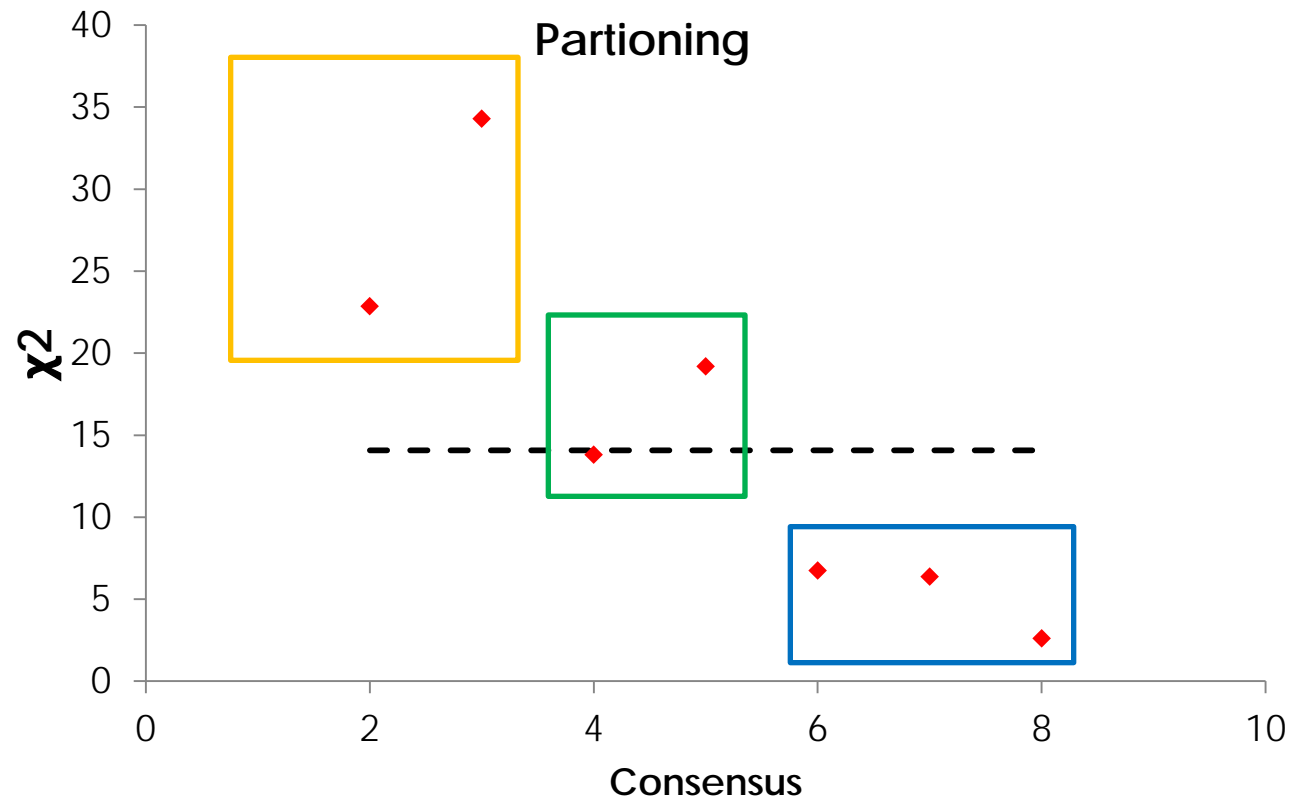
Consensus  Neighbour  
Effect 

Consensus	Frequency
1	0
2	8
3	21
4	19
5	27
6	21
7	26
8	29
<b>Total</b>	<b>151</b>

# Demonstrating the 'neighbour effect' ...cont'



# Demonstrating the 'neighbour effect' ...cont'





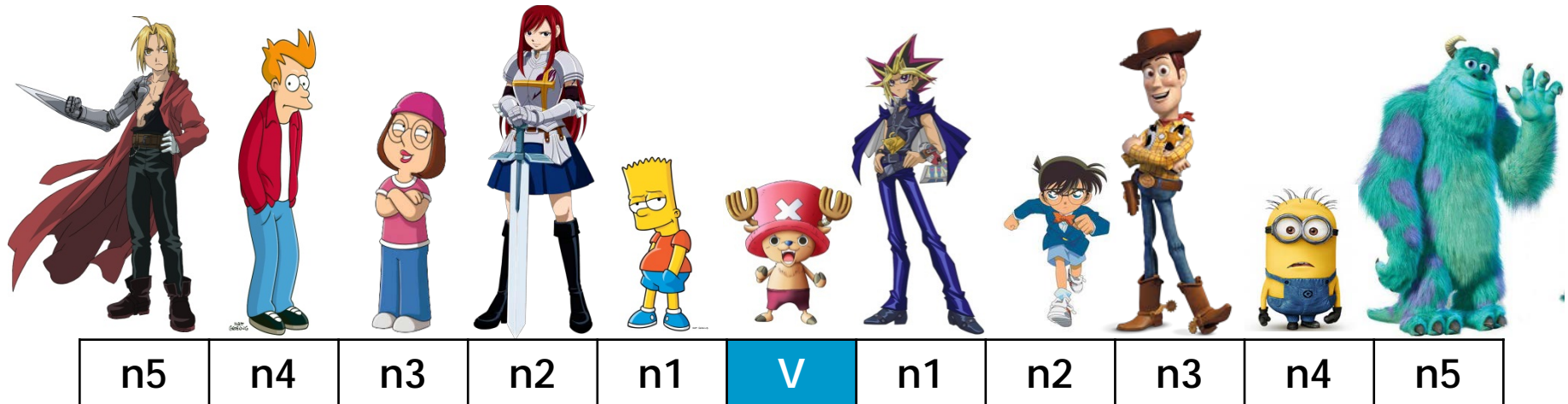
# Demonstrating the 'neighbour effect'



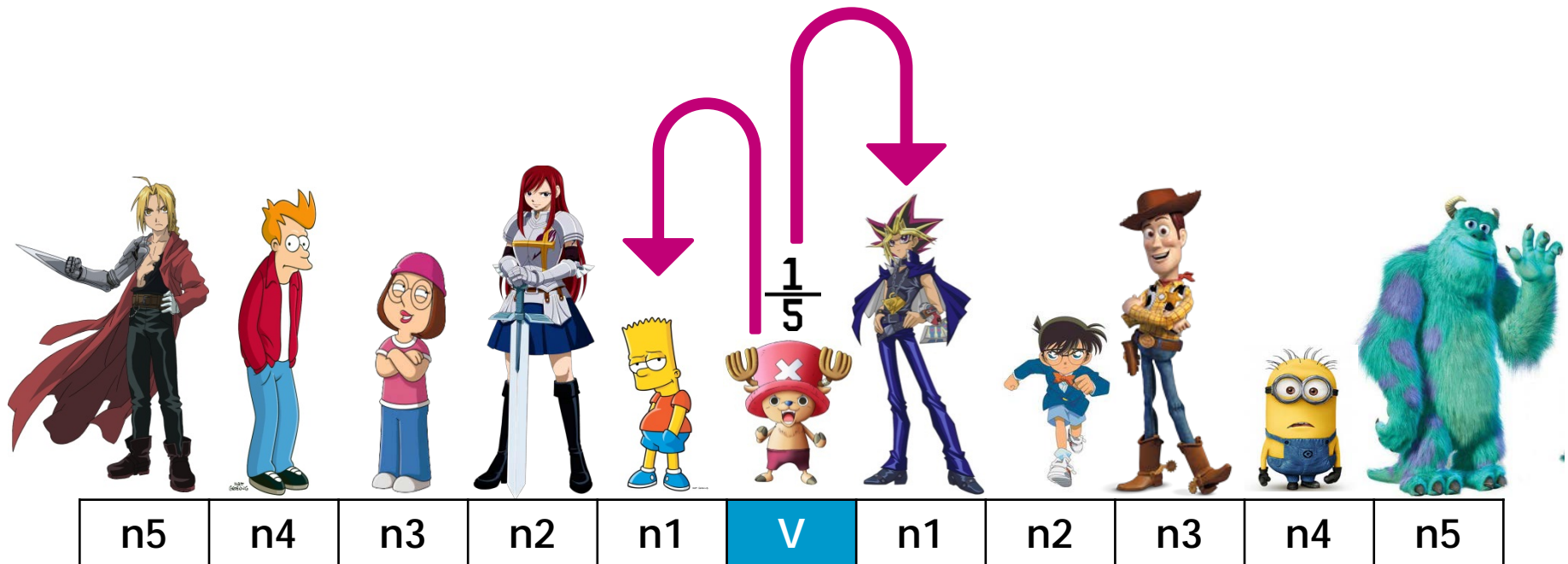
If the implicit information is higher, would the neighbour effect still exist?

Does it's only exist in an exclusive environment such as the TV game show?

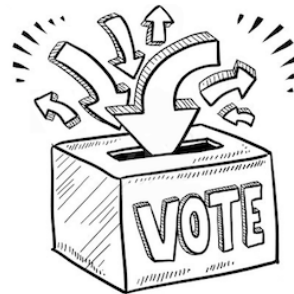
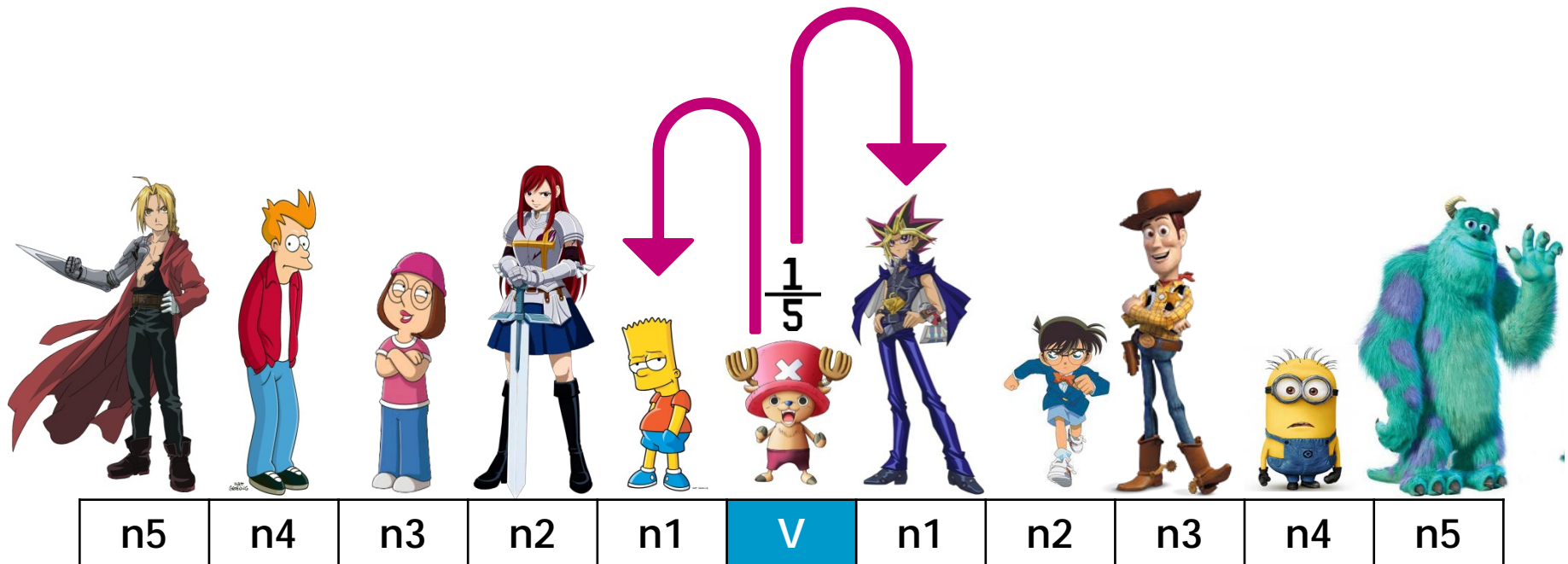
# Testing the 'neighbour effect' ...cont'



# Testing the 'neighbour effect' ...cont'

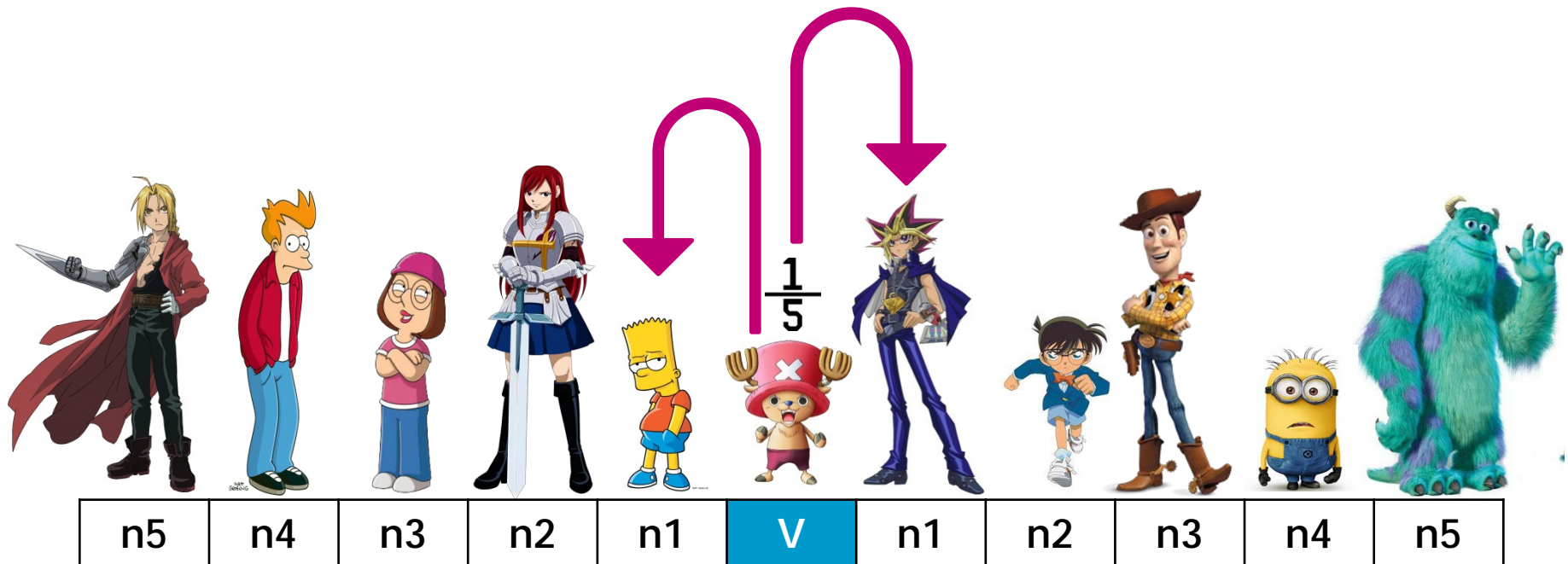


# Testing the 'neighbour effect' ...cont'

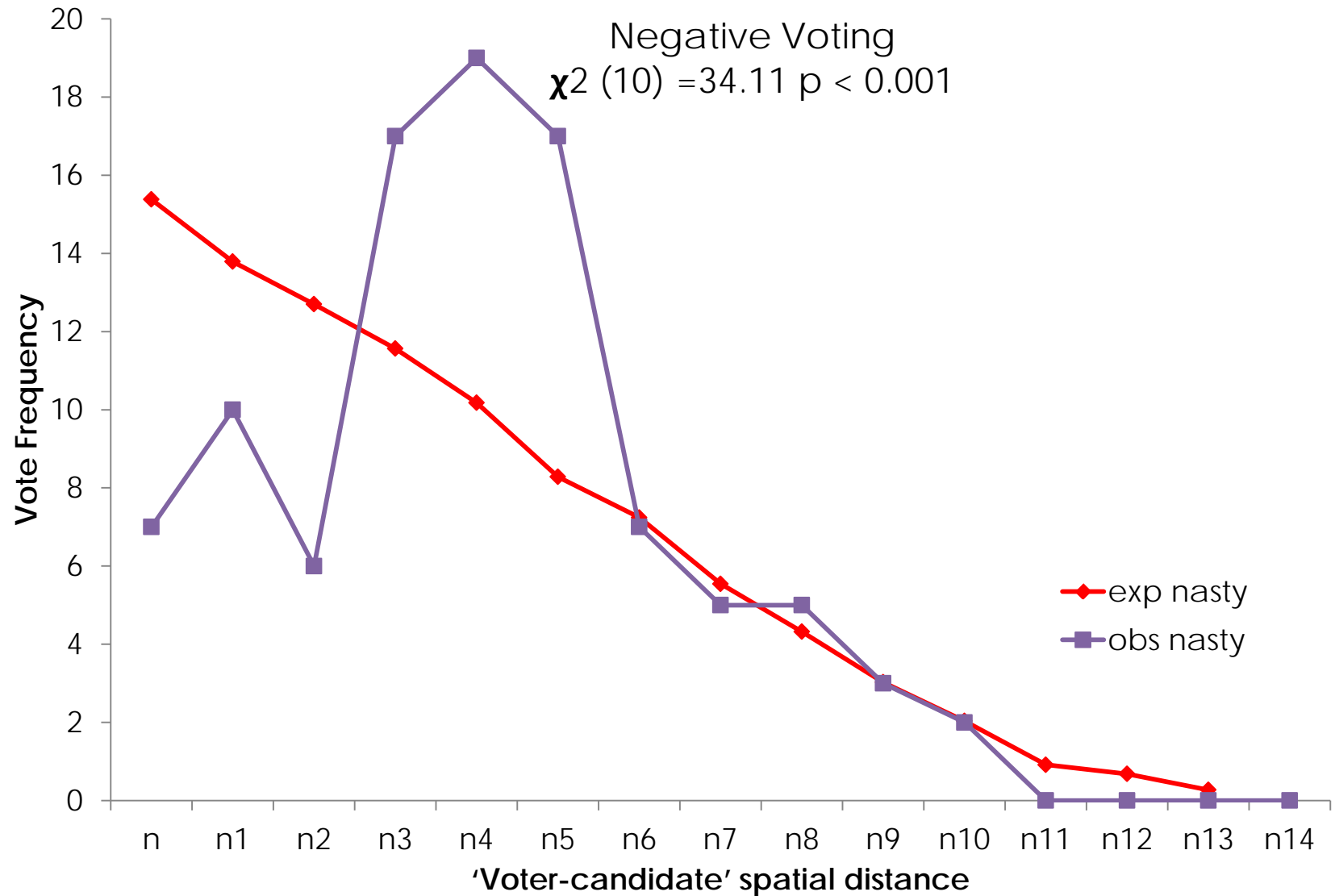




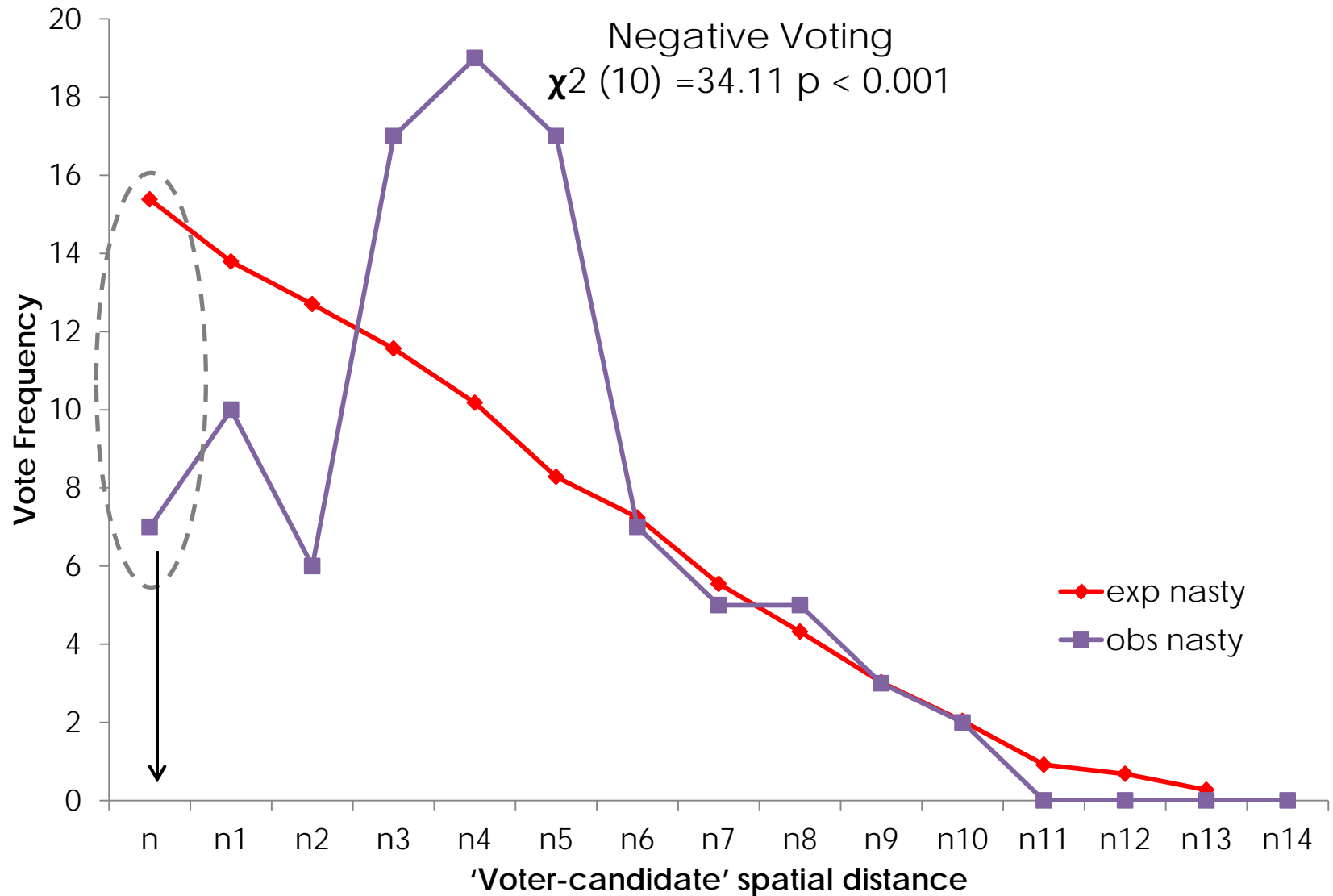
# Testing the 'neighbour effect' ...cont'



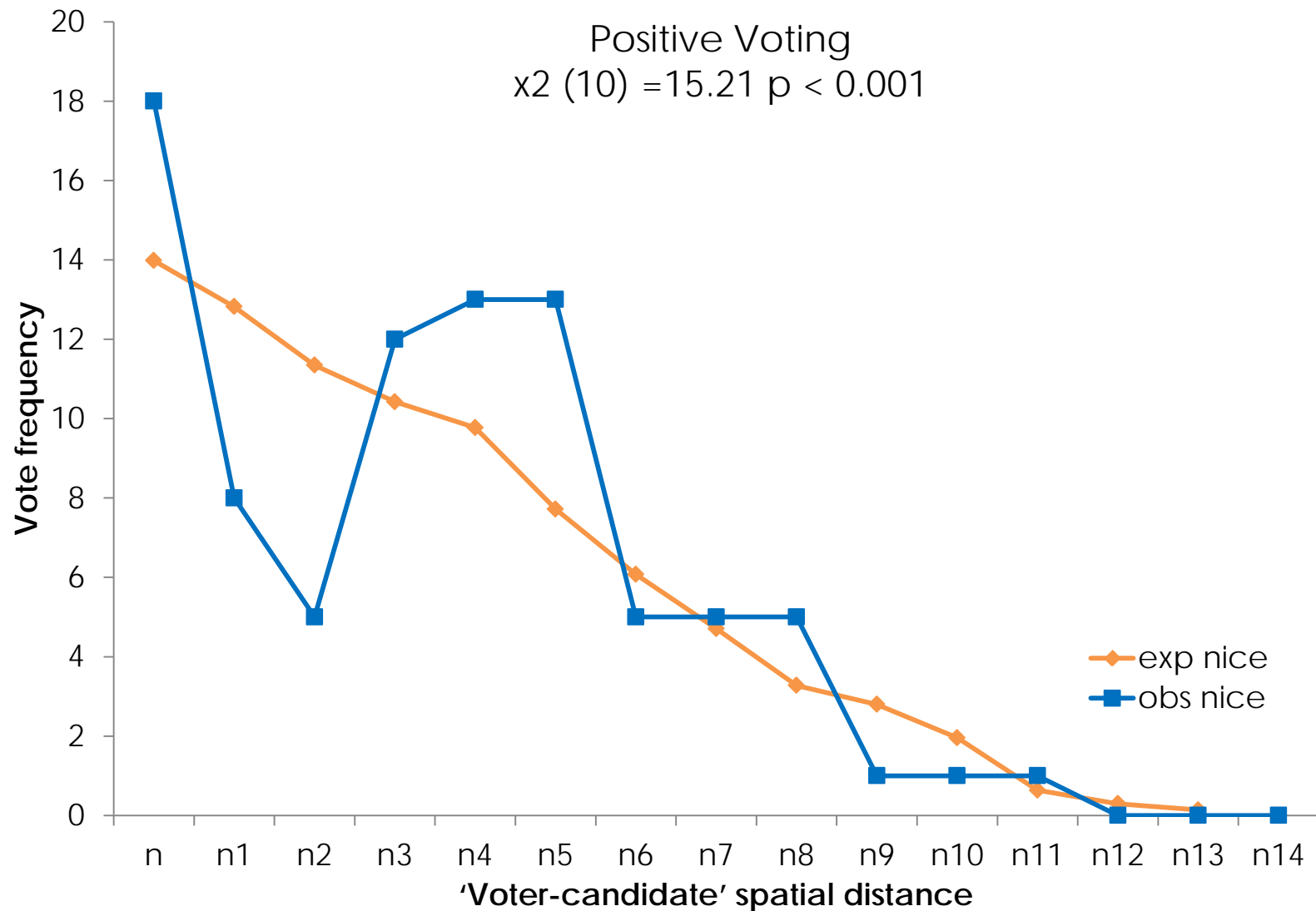
# Testing the 'neighbour effect' ...cont'



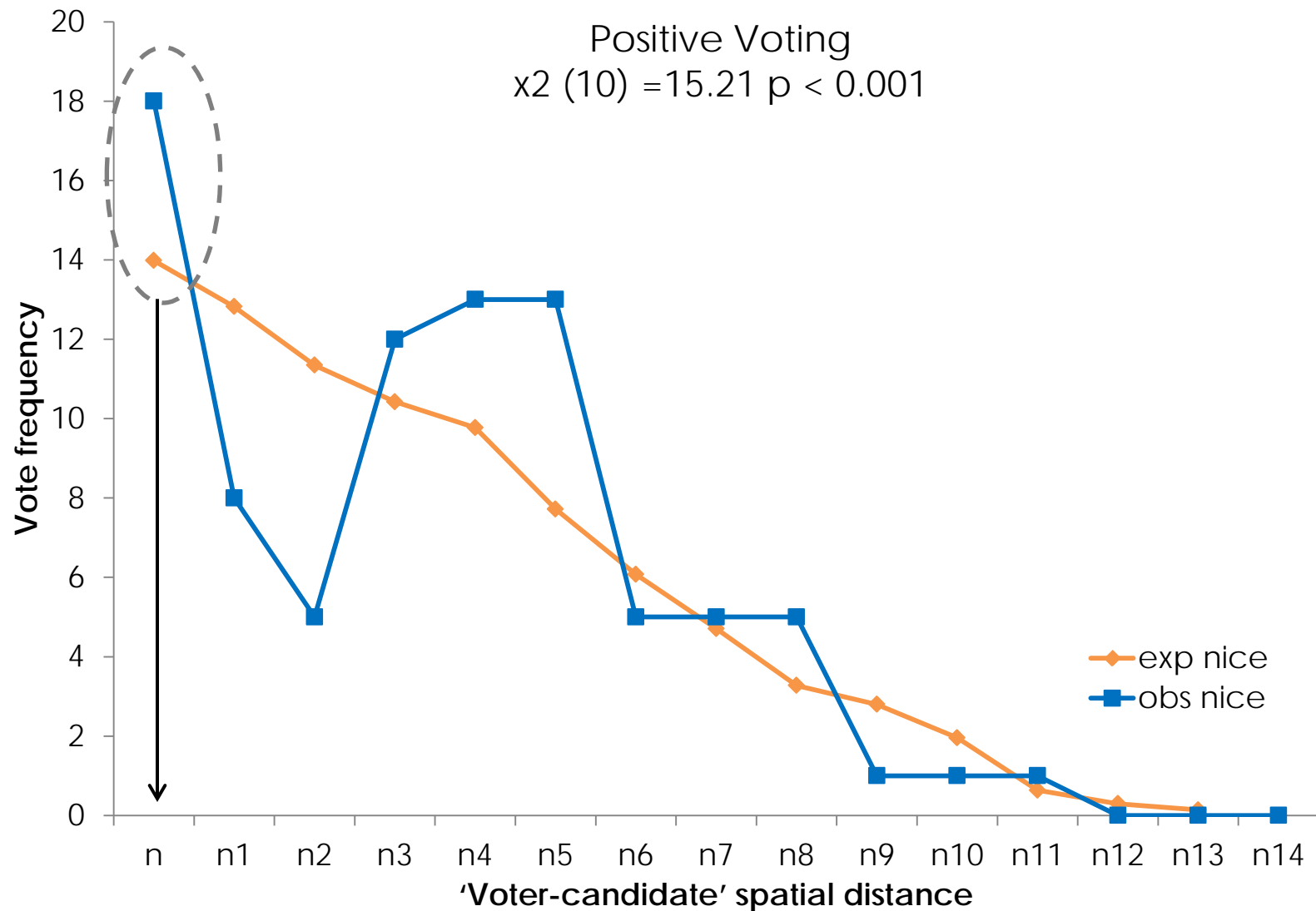
# Testing the 'neighbour effect' ...cont'



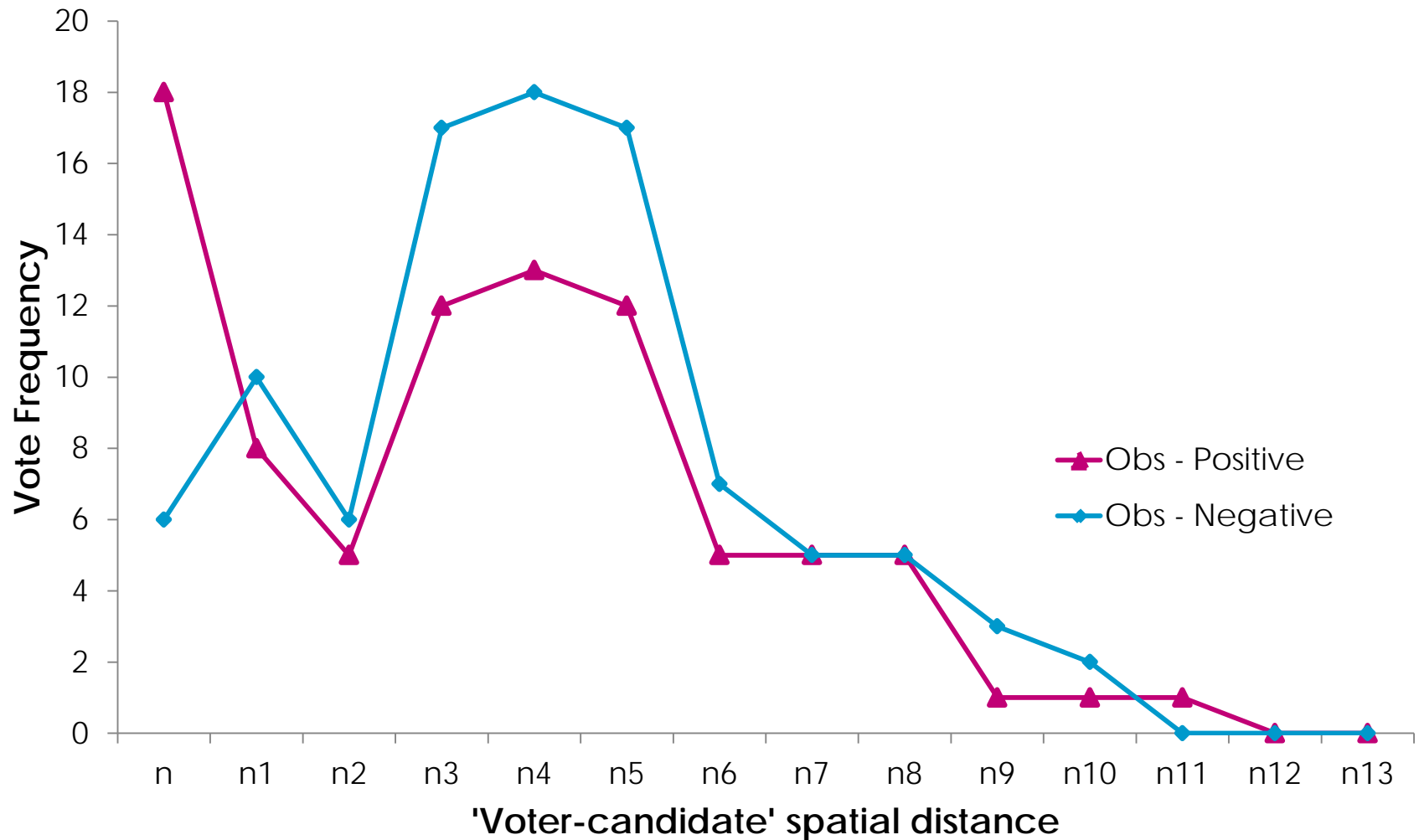
# Testing the 'neighbour effect'



# Testing the 'neighbour effect'

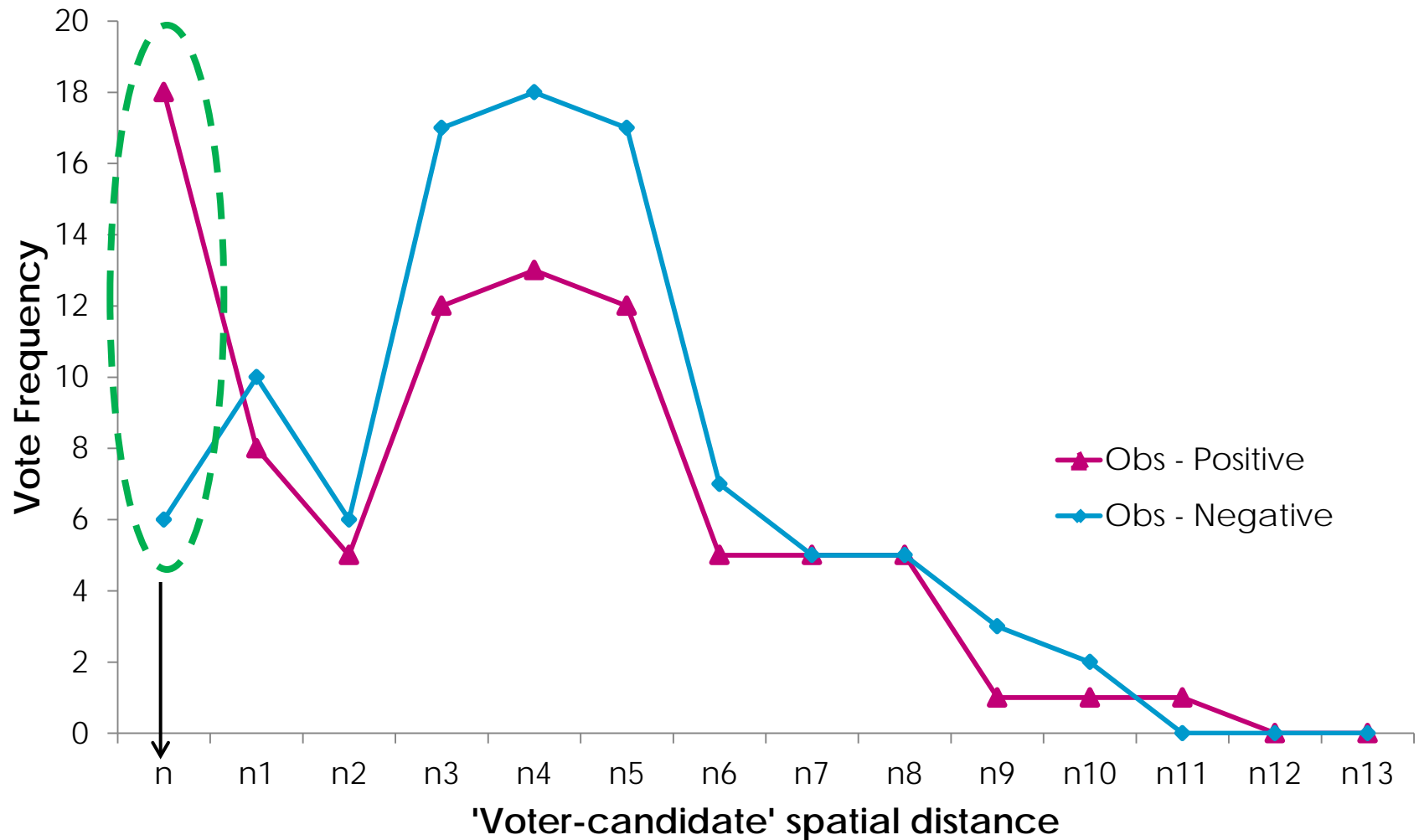


# 'Neighbour effect' in giving...cont'





# 'Neighbour effect' in giving...cont'




# 'Neighbour effect' in giving




Pay it forward

# 3 things to remember!



NEIGHBOUR EFFECT exists as a strategic bias in decision making probably operating at unconscious, implicit level....



Validation with lecture study has proven that the 'Neighbour Effect' is NOT AN ARTIFACT which exist in a game show.



'Neighbour Effect' in a positive environment exists as an indication of ALTRUISM!

# References



Noh, Z., Goddard P., Hylton, P., & Parke, A. (2014). **Voting bias: Switches in the neighbour effect as a function of vote valency**. In: ICAP/IAREP, Paris, France.



Goddard, P., Hylton P., Parke, A., & Noh, Z. (2013). **Tit-for-tat voting by contestants in the TV game show “The Weakest Link”**. In: SABE-IAREP-ICABEEP, Atlanta, United States of America.



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